

Saint Michael's College

ENTERPRISE PLAN COMPETITION



May 2, 2007
Hoehl Welcome Center

Sponsored by
Peter R. Worrell '79, H'06
Dr. Kareen Kendrick Worrell '77



SAINT MICHAEL'S COLLEGE

One Winooski Park
Colchester, Vermont 05439
www.smcvt.edu

Final Presentations

1:30 p.m.

The Vermont School of Celtic Dance

Kyle Metayer
Danielle Murray

2:10 p.m.

Attention to Detail

Keith Mayotte
Ken Mitsui

2:50 p.m.

Frosted Memories

Danielle Rayner
Jevonne Rayner

3:30 p.m.

Layover Fitness Center

Matthew Kaufman
Brian Ross

4:10 p.m.

The Lazy Lobster

Megan Audet
Christine Hultgren
Zach Mangione

The Enterprise Plan Competition

The Enterprise Plan Competition began in 2000 with the support of alumnus and Saint Michael's Trustee, Peter Worrell '79, H'06, and his wife, Kareen Kendrick Worrell '77. This annual competition challenges Saint Michael's undergraduates to develop and market sustainable business plans to a panel of business leaders serving as competition judges. All business plans must include the social purpose of the enterprise being proposed. Individuals and teams of students compete for the cash prize awarded to the winner.



Susan's background includes a wide variety of positions across the financial services spectrum ranging from commercial lending and branch management, to internal audit, cash management, and product management.

Susan has a Bachelor's of Fine Arts from Syracuse University and a Master's in Business Administration from Babson College. She is also a graduate of the New England School of Banking at Williams College.

David Logan was born in Montreal, Quebec, and graduated from Concordia University in Montreal with a degree in business. He was drafted by the Chicago Black Hawks of the National Hockey League in 1974 and played nine years for several teams, including Chicago and Vancouver.

Since retiring from hockey, David has accumulated more than 20 years of experience with manufacturing companies in various industries. In 1984, he started a firm producing school and office products, which he subsequently sold in 1997. Since 1999, he has been the chairman of a company that produces aluminum castings for the semiconductor and medical instrument markets. Dave is also the chairman of a private label custom manufacturer specializing in personal care and cosmetic products.

Will Raap is founder and chairman of the Gardener's Supply (GS) family of companies. Founded in 1983 in Burlington, Vermont, GS anticipates sales of \$60 million this year. It is one of the largest online and catalog gardening companies in the country. Under Will's leadership, the employee-owned company has won several national & regional awards for its innovative gardening products & services, as well as for its socially responsible business practices.

Will is also the founder and chairman for the Intervale Foundation, which develops farm and land-based enterprises that generate economic and social opportunity, and protect natural resources. He currently sits on the boards of the UVM School of Natural Resources, Champlain Valley Greenbelt Alliance, Vermont Businesses for Social Responsibility Policy Committee, Vermont Sustainable Agriculture Advisory Council and El Centro Verde, an agro-forestry and restoration project in Costa Rica.

Will received a B.A. in Economics from UC Davis, and a Master's degree in Business and Urban Planning from UC Berkeley.

Andrew Schonbek is President & CEO of Schonbek Worldwide Lighting, Inc., which specializes in designing and manufacturing crystal chandeliers. The company today is based in Plattsburgh, New York. It employs some 500 people, and is recognized as a worldwide leader in its specialized niche.

Andrew has a B.A. from the University of Toronto and an M.B.A. from McGill University. He is named as an inventor on 54 of Schonbeck's patents for various lighting designs. He served on the Board of Governors of the American Lighting Association from 1982-1993 and was the president of this trade association for the lighting industry in 1990. Andrew has also served on the boards of the Plattsburg College Foundation, the Clinton County Area Development Corporation, and the Burlington Vineyard Christian Fellowship.



Special thanks to the following readers:

**The Department of Business
Administration and Accounting**

William Anderson
Birger Benson
Robert Kenny
Dick Kuklis
Robert Letovsky
Melinda Micheletto
Tamara Mullarky
Mark Nigrini
Paul Olsen
Colin Pillay
Karen Popovich
Roger Putzel
Joanne Scott
Dennis Voigt
Norman Walker

Judges for finals:

Cairn G. Cross is a co-founder of Fresh Tracks Capital and serves as a Managing Partner of the Fund. He is responsible for the following portfolio companies: he is chairman of the board for EatingWell Media Group, a \$5 million food and nutrition media company based in Charlotte, Vermont; he is on the board for Clearsource, a \$40 million water bottling company based in Randolph, Vermont; and he is on the board of Vermont Teddy Bear Company, a \$75 million gift company based in Shelburne, Vermont.

Cairn serves as co-chair and steering committee member of the Vermont Investors' Forum, an annual "venture fair" for Vermont companies, and previously served on the board of directors of the Addison County Economic Development Authority. He now serves on the ACEDC revolving loan fund committee. In 2002, he was appointed by Governor Howard Dean to the Vermont State Board of Public Accountancy and to the Workforce Recruitment Board. He was reappointed to the Workforce Recruitment Board by Governor James Douglas in 2005 and the board of public accountancy in 2006. Also in 2005, Cairn was appointed by Speaker of the House, Gaye Symington to her business advisory committee.

Cairn earned a B.S. (1981) from Montana State University and an M.B.A. (1987) from New Hampshire College (now Southern New Hampshire University). He lives in Ferrisburg, Vermont.

Susan C. B. Mazza is an economic development specialist with the U.S. Small Business Administration. She came to the agency in 1998 after a long career in the financial services industry, and currently works out of the Vermont District Office for the SBA in Montpelier. Susan works with small businesses and aspiring entrepreneurs, as well as with lenders and numerous resource partners across the state.

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